Improve your sustainability profile with the help of HP Latex Printing Technologies

Open doors to new opportunities and engage more closely with customers by leveraging the health and environmental advantages of water-based HP Latex Inks. Build your business and attract new customers demanding more sustainable solutions from a responsible company.

Introduction

This toolkit is designed to help print service providers (PSPs) understand the environmental advantages of HP Latex Printing Technologies, helping them integrate these advantages into a "sustainable positioning" for their businesses, and helping them influence customers and prospects to commit to a printing technology with a better sustainability profile. In addition, this toolkit provides guidance for addressing an ever-increasing range of environmental regulations and customer requirements with the help of HP Latex Printing Technologies.

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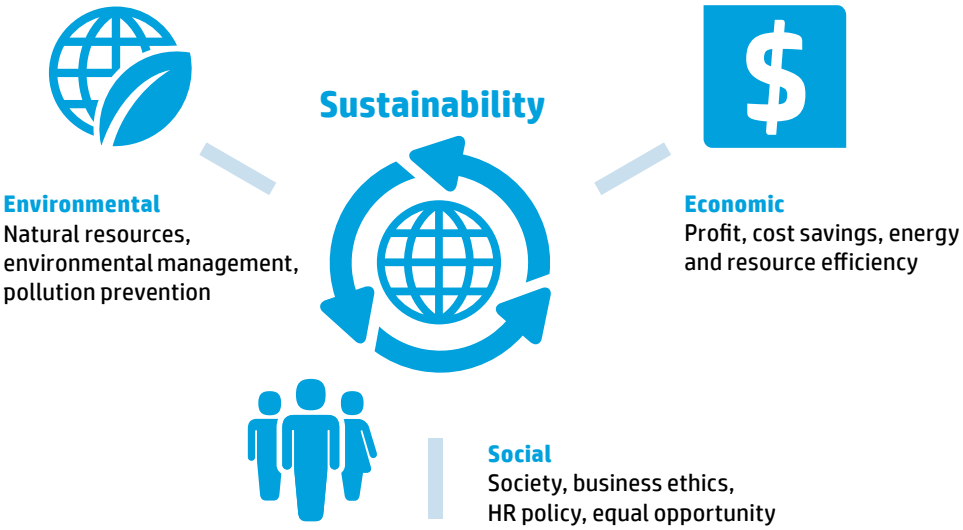
What is sustainability?

Running a successful print shop means meeting business goals, customer requirements, and regulations. In this context, the business world is discussing sustainability. Moving beyond environmental topics, sustainability focuses on creating a better world by embracing three core aspects: environment, economy, and social equity. Sustainability leverages the optimal aspects of your company and helps address areas of opportunity.



Benefits in a sustainable positioning

Sustainable practices can help provide profit for your business and environmental rewards:

- Save money from increased efficiency
- Bring peace of mind from reduced concerns about health and safety liability
- Improve public relations
- Improve employee pride and morale
- Attract more consumers concerned about sustainability
- Attract motivated employees
- Differentiate your business from competitors
- Minimize risk, financial and otherwise, from the impacts of climate change
- Demonstrate leadership and commitment

Opportunities and challenges—the new market reality

PSPs are under increasing pressure from customers, employees, and regulators to address environmental sustainability as well as workplace health and safety. Leveraging HP Latex Printing Technologies as a foundation for your environmental credentials can help you drive more growth in your business and can help provide the advantages you need to succeed in today's environmentally conscious marketplace.

Environmental considerations are becoming a critical business issue for PSPs. If you fail to meet the requirements of environmentally conscious customers—along with increasing government regulation—your print shop, and your business, is in jeopardy. More customers, large and small, are requesting print campaigns with reduced environmental impact. In addition, customers are requiring compliance with legal regulations including documented proof that environmental standards are met.

Quick assessment: Customer opportunity

How easily can you document your proof points on sustainable topics? Which topics are easy to answer? Which questions are challenging?

Environmental—What is your waste management system? How much energy does it cost to produce a banner? How do you deal with air pollution?

Social programs—What community programs do you support? What volunteer projects do you lead? What is your safety record over the last year?

Business—What are your energy saving programs? How do you sustainably source supplies and equipment? What is your sustainability policy?

What sustainable topics are your customers discussing?

Topic	Customer discussion	Your solution
Environmental		
Social programs		
Business viability		

Opportunity for engagement: Discuss sustainability topics and priorities with your customers proactively. Look for how your sustainability activities can support your customers' sustainability programs.

Investing in sustainability

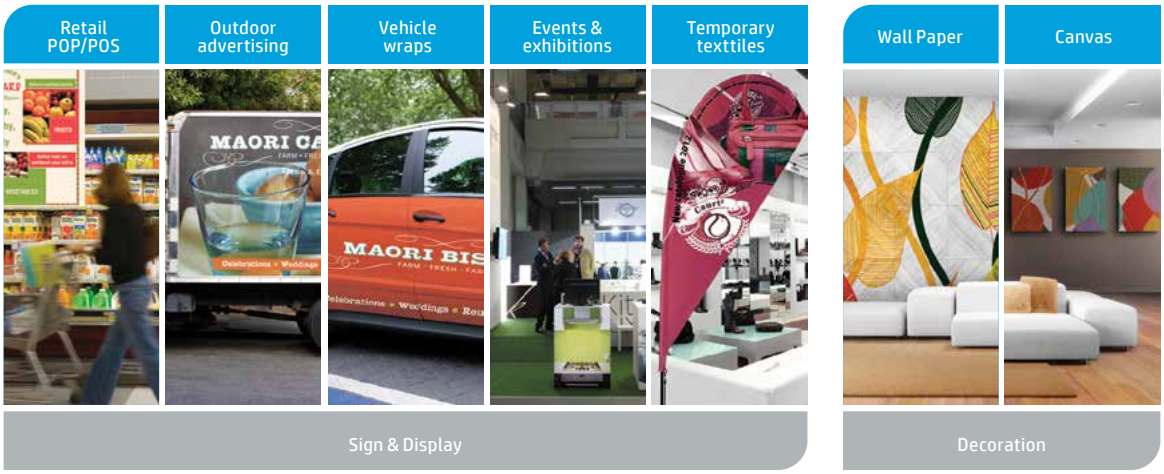
Choosing printing technologies and materials with less health and environmental impacts may reduce your regulatory burden, reduce your long-term compliance costs, and enhance your competitive position. With the broad application versatility of HP Latex Printing Technologies—using water-based HP Latex Inks—you can expand your offering and bring in new business by promoting a printing solution with a better sustainability profile compared to solvent inks.

Using HP Latex Printing Technologies, featuring water-based HP Latex Inks, can help simplify regulatory compliance:

- No special ventilation is required[1]
- HP Latex Inks are non-flammable and non-combustible[2]
- HP Latex Inks are nickel free[3]

HP Latex printing: Expand your offering and sustainability profile

Water-based HP Latex Inks produce odorless prints—so now you can expand into indoor applications that simply can't meet many indoor air quality standards when printed with solvent ink technologies.



For example, wall decorations produced with HP Latex Inks on HP PVC-free Wall Paper:

- UL GREENGUARD GOLD Certified to standards for low chemical emissions into indoor air[4]
- Meet AgBB criteria for health-related evaluation of VOC emissions of indoor building product[5]
- Rated A+ per Émissions dans l'air intérieur on the level of emission of volatile substances in indoor air posing health risks if inhaled[6]

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1 Special ventilation equipment (air filtration) is not required to meet U.S. OSHA requirements. Special ventilation equipment installation is at the discretion of the customer—see the Site Preparation Guide for details. Customers should consult state and local requirements and regulations.

2 Water-based HP Latex Inks are not classified as flammable or combustible liquids under the USDOT or international transportation regulations. Testing per the Pensky-Martins Closed Cup method demonstrated flash point greater than 110° C.

3 Nickel free demonstrated according to testing conducted for HP Latex Inks to achieve UL ECOLOGO® Certification. UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of stringent criteria related to human health and environmental considerations (see ul.com/EL).

4 UL GREENGUARD GOLD Certification to UL 2818 demonstrates that products are certified to UL's GREENGUARD standards for low chemical emissions into indoor air during product usage. For more information, visit ul.com/gg or greenguard.org.

5 HP WallArt printed on HP PVC-free Wall Paper and other prints on HP PVC-free Wall Paper printed with HP Latex Inks meet AgBB criteria for health-related evaluation of VOC emissions of indoor building products (see umweltbundesamt.de/en/topics/health/commissions-working-groups/ausschuss-zur-gesundheitlichen-bewertung-von).

6 Émissions dans l'air intérieur provides a statement on the level of emission of volatile substances in indoor air posing health risks if inhaled—on a scale from A+ (very low-emission) to C (high-emission).

HP Latex Printing Technologies as the foundation of your sustainability profile

HP Latex Printing Technologies provide an easy way to improve your sustainability profile.

HP Latex printing can transform your day-to-day operating environment. With water-based HP Latex Inks, you can can simplify regulatory compliance:

- Create a safer,[7] healthier workplace[8]
- Reduce shipping, storage, and disposal issues

HP Latex Inks provide many advantages over solvent-based inks:

- No special ventilation is required[9]
- HP Latex Inks are non-flammable and non-combustible,[7] nickel free[10]
- No hazard warning labels or Hazardous Air Pollutants (HAPs)[11]
- HP Latex Ink prints are odorless

HP Latex Printing Technologies provide many opportunities to reduce and recycle. For example, for the HP Latex 300 Printer series:

- ENERGY STAR® qualified printers meet strict energy efficiency guidelines without sacrificing performance
- EPEAT registered printers, according to a comprehensive environmental rating that helps identify “greener” computers and other electronic equipment[12]
- No special power requirements
- Ink cartridges and printheads are recyclable[13]
- Each printer contains more than 85% recyclable/reusable content by weight

32%
of 2013 worldwide inquiries to the HP Environmental Contact Center were requests for eco-labels.

HP works to help meet customer sustainability requirements

As a large, diverse company, HP has many customers asking about sustainability topics. Of customer requests coming into the HP Environmental Contact Center, 32% concerned eco-labels and certifications.

When a print shops gets a request from a customer or prospect on sustainability topics, having responses prepared beforehand that accurately reflect its sustainable advantages can help facilitate a timely response.

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[7] Water-based HP Latex Inks are not classified as flammable or combustible liquids under the USDOT or international transportation regulations. Testing per the Pensky-Martins Closed Cup method demonstrated flash point greater than 110° C.

[8] Based on a comparison of HP Latex Ink technology to competitors with leading market share as of December, 2013 and analysis of published MSDS/SDSs and/or internal evaluation. Performance of specific attributes may vary by competitor and ink technology/formulation.

[9] Special ventilation equipment (air filtration) is not required to meet U.S. OSHA requirements. Special ventilation equipment installation is at the discretion of the customer—see the Site Preparation Guide for details. Customers should consult state and local requirements and regulations.

[10] Nickel free demonstrated according to testing conducted for HP Latex Inks to achieve UL ECOLOGO® Certification. UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of stringent criteria related to human health and environmental considerations (see ul.com/EL).

[11] HP Latex Inks were tested for Hazardous Air Pollutants, as defined in the Clean Air Act, per U.S. Environmental Protection Agency Method 311 (testing conducted in 2013) and none were detected.

[12] EPEAT registered where applicable/supported. See epeat.net for registration status by country.

[13] Printing supplies eligible for recycling vary by printer. Visit hp.com/recycle to see how to participate and for HP Planet Partners program availability; program may not be available in your area. Where this program is not available, and for other consumables not included in the program, consult your local waste authorities on appropriate disposal.

Bringing in business

To help you go after more business, we've done the work of qualifying for and securing the certifications and documentation that can help you meet the requirements of environmentally conscious brand owners and their print buyers.

Respond to RFP requirements with recognized certifications. HP Latex Inks are:

- UL ECOLOGO® Certified to meet a range of stringent human health criteria[14]
- UL GREENGUARD GOLD Certified to standards for low chemical emissions into indoor air[15]

In addition, prints produced with HP Latex Inks can help you qualify for—and win—projects that demand compliance to strict standards. For example, to win jobs in the rapidly expanding interior decoration segment, you can draw upon a wide range of environmental selling points unique to HP Latex printing, addressing:

- Indoor air quality and display prints
- Sustainable sourcing of printing materials
- Green building programs (US LEED credits)

Prints produced with HP Latex Inks on HP PVC-free Wall Paper:

- Are UL GREENGUARD GOLD Certified to standards for low chemical emissions into indoor air[15]
- Meet AgBB criteria for health-related evaluation of VOC emissions of indoor building products[16]
- Are rated A+ per Émissions dans l'air intérieur on the level of emission of volatile substances in indoor air posing health risks if inhaled[17]

In addition, HP PVC-free Wall Paper:

- Is FSC® certified, carrying the Forest Stewardship Council® (FSC) Mix label, and signifying that this media supports the development of responsible forest management worldwide[18]
- FSC®-certified wall decorations can help building owners obtain US LEED (Leadership in Energy and Environmental Design) credits[19]

Building sustainability into solutions: HP Design for the Environment

Since 1992, HP focuses on specific environmental impacts through its Design for Environment (DfE) program. DfE is an engineering perspective where the environmentally related characteristics of a product, process, or facility are optimized. Together, HP´s environmental stewards and product designers consider environmental impact in the design of every product and solution, from the smallest ink cartridge to entire data centers. For more information visit HP Design for Environment.

1. Energy efficiency
Reduce the energy needed to manufacture and use products.

2. Materials innovation
Decrease the amount of materials with lower environmental impact.

3. Design for recyclability
Design equipment that has more value at end-of-life and is easier to upgrade and/or recycle.

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[14] UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of stringent criteria related to human health and environmental considerations (see ul.com/EL). HP is the only large format digital printing manufacturer with UL ECOLOGO® Certification for latex printing as of January 2014.

[15] UL GREENGUARD GOLD Certification to UL 2818 demonstrates that products are certified to UL's GREENGUARD standards for low chemical emissions into indoor air during product usage. For more information, visit ul.com/gg or greenguard.org.

[16] HP WallArt printed on HP PVC-free Wall Paper and other prints on HP PVC-free Wall Paper printed with HP Latex Inks meet AgBB criteria for health-related evaluation of VOC emissions of indoor building products (see umweltbundesamt.de/en/topics/health/commissions-working-groups/ ausschuss-zur-gesundheitlichen-bewertung-von).

[17] Émissions dans l'air intérieur provides a statement on the level of emission of volatile substances in indoor air posing health risks if inhaled—on a scale from A+ (very low-emission) to C (high-emission).

[18] BMG trademark license code FSC®-C115319, see fsc.org. HP trademark license code FSC®-C017543, see fsc.org. Not all FSC®-certified products are available in all regions. For information about HP large format printing materials, please visit globalBMG.com/hp.

[19] To obtain US LEED credits based on FSC® certification, the builder must purchase HP PVC-free Wall Paper printed with HP Latex Inks from an FSC Chain of Custody certified print service provider. To obtain LEED credits based on UL GREENGUARD GOLD Certification, HP PVC-free Wall Paper printed with HP Latex Inks must be part of a wall system in which all components are UL GREENGUARD GOLD Certified.

Leveraging HP Latex Printing Technologies certifications and eco-labels as a business advantage

There are some highly recognized and visible eco-labels associated with HP Latex Printing Technologies that can help you promote your environmental profile. Can you, as a print service provider, use these logos in your promotional materials?

Unfortunately, the simple answer is “no”—do not use any eco-labels to market or promote your business without the express permission of the eco-label organization.

However, you can use HP literature and materials that incorporate eco-labels including PDFs of HP literature on your website.

For example, you can use the document, “HP Latex Printing Technologies: Environmental certifications and eco-labels overview” to provide an overview of the eco-labels and certifications associated with HP Latex Printing Technologies. See APPENDIX.

As part of your sustainability positioning, it’s important to pursue specific certifications and eco-labels for your printing company. For example, you might want to consider ISO 14001 certification, FSC® Chain of Custody certification, or become a Sustainable Green Printing (SGP) Partnership certified printer. The easiest way to start qualifying for certificates and eco-labels is start an ISO 14001 program. Also, consult with your regional or national printers’ association for information on the most important certifications in your area.

Become an HP Ecosolutions Trained Printing Company. The HP Ecosolutions Trained Printing Company program helps you gain new knowledge to assist clients looking for wide-format graphics solutions with a reduced environmental impact. Start with convenient, downloadable training. Learn about the key factors that influence printing more sustainably, and how to communicate your sustainable printing efforts. At the end of the training, your staff can download a customized certificate of completion that you can add to your eco-labels. Then you can use the program icon to promote your business and connect with new clients. The training is available online at the HP Latex Knowledge Center: hp.com/communities/HPLatex

Benefits of implementing a sustainability profile

Integrating HP Latex Printing Technologies with a corresponding sustainability profile in your print shop can bring short- and long-term potential for business success, and can help improve productivity and operational efficiency. Over the last 15 years, academic research has been conducted on company sustainability which is still used today as the foundation of sustainability advantges for companies. This includes:

- Reducing operational costs from efficiency improvements[20]
- Increasing revenue, productivity, quality, and profitability through product and process improvements[21] and access to new markets[22]
- Strengthening employee engagement which can result in higher productivity and increased profitability[23]
- Minimizing environmental risks,[24] social risks,[25] and likelihood of negative publicity[26] through consistent commitment to sustainability practices
- Establishing reliable supply chains and increasing levels of trust with customers, suppliers, and your community[27]

Determine the optimal sustainability profile that fits your operation and your customers' needs. HP Latex Printing Technologies can help you lay the foundation.

Getting started: Take time to fill out the worksheet, "Evaluating your sustainable position" to assess your areas of strengths and opportunities for improvement on your sustainability profile. See the RESOURCES AND REFERENCES section, Reference 3.

[20] Porter, M.E., Kramer, M.R. 2006. Strategy and Society: the Link between Competitive Advantage and Corporate Social Responsibility. Harvard Business Review. See hbr.org/2006/12/strategy-and-society-the-link-between-competitive-advantage-and-corporate-social-responsibility/ar/1.

[21] Porter, M. E., Hills, G., Pitzer, M., Patscheke, S., Hawkins, E. 2011. Measuring Shared Value: How to Unlock Value by Linking Social and Business Results. FSG. See fsg.org/Portals/0/Uploads/Documents/PDF/Measuring_Shared_Value.pdf.

[22] Nidumolu, R., Prahalad, C.K., Rangaswami, M.R. 2009. Why Sustainability Is Now the Key Driver of Innovation. Harvard Business Review. See hbr.org/2009/09/why-sustainability-is-now-the-key-driver-of-innovation/.

[23] Harter, J.K., Schmidt, F.L., Killham, E.A., Asplund, J.W. 2006. Gallup Q12 Meta-Analysis. Gallup Consulting. http://strengths.gallup.com/private/Resources/Q12Meta-Analysis_Flyer_GEN_08%2008_BP.pdf.

[24] Steer, A., Jenkinson, K. 2013. The New Language of Sustainability: Risk and Resilience. WRI Insights. World Resource Institute. See insights.wri.org/news/2013/03/new-language-sustainability-risk-and-resilience.

[25] Aon. 2007. Sustainability – Beyond Enterprise Risk Management. Industry Update: Sustainability. aon.com/about-aon/intellectual-capital/attachments/risk-services/sustainability_beyond_enterprise_risk_management.pdf.

[26] Fombrun, C. J., Gardberg, N. A., & Barnett, M. L. 2000. Opportunity platforms and safety nets: Corporate citizenship and reputational risk. Business and Society Review, 105(1): 85-106. See ssrn.com/abstract=1088404.

[27] Bruel, O., Menuet, O., Thaler, PF., Kromoser, R. 2013. Sustainable Procurement Benchmark: Sixth Edition. AT Kearney. HEC Paris School of Management. EcoVadis. See ecovadis.com/website/l-en/webinars-whitepapers.EcoVadis-13.aspx.

Resources and references

Reference 1: Finding out about regulations affecting the printing industry

Regulations and laws impacting print shops and printing change. The best way to keep up with regulations and requirements for your print shop is connecting with government agencies. A good place to start is searching the internet for country and local websites that maintain current regulations and support businesses in meeting environmental requirements. Examples of resources are provided below. Please consult with your national printing association and government for your specific resources.

In Australia, one information source is the regional Business and Industry portal, providing information on regulations and a variety of resources to support your sustainability efforts.

The United States Small Business Administration provides a comprehensive overview of laws and regulations impacting business.

In China, the ministry of environmental protection has a comprehensive site with access to laws and regulations.

The Japanese Ministry of Environment has a website with additional language options in Chinese, English, French, and Korean.

Resources and references

Reference 2: Engaging with regulators and local government

Print service providers can proactively address upcoming regulations and discussion that may impact their businesses. It can be helpful to build relationships with government officials. There are simple ways to lobby on a local and regional government level where routine decisions can have a big impact for small- and medium-sized businesses. Consult with your national printing association for more details and specific advice on addressing common challenges such as seeking a variance, addressing upcoming regulations, or challenging an ordinance impacting printing companies. Some tips on lobbying that may be helpful are provided below.

Engaging on issues:

- Do your homework and keep to the relevant facts. Lobbying is about providing the right facts to the right people.
- Check with employees and customers to leverage their experience working with officials and gather background information that can help you have a relevant conversation.
- Write newspapers and magazines to share your position with the public. Include this position on your website and in your communication with customers.
- Link your position to government policy. For example, if there is upcoming regulation on indoor air quality, share the table that compares HP Latex Inks to other ink technologies as an educational reference. See "Technical report: HP Latex Inks and health and environmental advantages" in the APPENDIX.
- Be direct, polite, and listen carefully before responding. If you do not have an answer to a question, let the official know you will follow up with an answer.

First meeting:

Invite politicians and civil administrators to your next open house. Present your value to the community, especially as a job provider.

Clear action:

Propose a definite action and solution; you might not get another opportunity.

Follow-up:

Write a letter summarizing the issues and agreed upon actions.

TIP: Consult with your national printing association and local chamber of commerce to help you develop an engagement plan.

Resources and references

Reference 3: Evaluating your sustainable position

Review key sustainability areas for your current business activity and see what's already working well. Use this worksheet to evaluate how you are doing on sustainability topics.

Topics	Notes
Assess your sustainability position • What are your sustainability strengths in environmental, social, and economic areas? • What are your sustainability challenges? • How do you compare to competition? • How does your sustainability positioning compare to other companies in your area?	
Sustainability messages • What are your standard sustainability messages for customer inquiries/request for proposals/ cost estimates? • Messages to community? • Messages to employees?	
Social and environmental policy (SER) • What is your social and environmental responsibility policy? • How does it compare to industry-standard SER policies? HINT: Leverage/adapt the HP Supply Chain SER policy to your needs—See Reference 6: Social and environmental responsibility (SER) policy.	
ISO 14001 • Do you have an ISO 14001 committee? HINT: Consider creating an exploratory program without external resources. Purchase the latest ISO 14001 Environmental Management System standard.	
Sustainability networks and associations • Are you a member of an organizations such as the Sustainable Green Printing (SGP) Partnership? HINT: Join an organization that is working to reduce environmental impact and increase social responsibility in the printing industry.	

Waste stream

- How much solid waste does your company generate?
- Do you have separate contracts with waste handlers or under one contract?
- What are the total costs of disposal per year, the cost per ton, and the disposal fee structure?
- Do you use any take back or other recycling programs from your suppliers?

Energy efficiency

- Managing energy use and energy costs is essential for long-term competitiveness and operations with a better sustainability profile.
- When was your last energy audit?

HINT: See Reference 5: Energy usage checklist for print shops

Technology usage

- A technology/equipment audit can range from a simple walk-around checking on unused/outdated equipment to an extensive review of your technology platform.
- When was your last technology audit?

Local laws and regulations

- How do you keep informed of local regulations?
- Do you have a way to address or discuss local regulations before they are enacted?

Local associations and activities

- Do your company and employees engage in local non-profit organizations and community environmental activities?

Identify areas for improvement, particularly those that require little resources. Then, continue to work through the other worksheets in this handbook to help further establish and formalize your sustainability profile.

Resources and references

Reference 4: Writing your sustainability profile

A sustainability profile should be brief and broadly cover your company spirit and intentions. This is not a policy, but a statement to use in your communications and marketing activities.

The environmental profile worksheet can help you build your own unique sustainability profile. Use the example statements as inspiration and write your own statements that emphasize your strengths.

	Examples	Your version
General statement	Our commitment is to run our business in a way that is as sustainable as possible. We positively impact our local surroundings and make a difference in sustainable efforts such as paper sourcing, emission abatement, and waste disposal.	
Employee engagement	We encourage our employees to take an active role in our sustainability activities and welcome their suggestions on continuous improvement. We also encourage staff to adopt good environmental practices at work.	
Environmental regulation	We strive to comply with environmental regulation, prevent pollution, and improve our performance in these key areas.	
Management	A key responsibility of management is meeting sustainability goals and metrics.	
Life cycle	We advise and encourage our suppliers and customers to work with us on all matters involving responsible environmental practices.	
Print technology	We use HP Latex printing technology with a significant reduction in the chemicals and materials needed in our past solvent printing process.	
Paper/supplies management	We are an FSC® Chain of Custody certified printer. Our main paper stock is certified as coming from a sustainable source. All waste paper is collected from our factory and recycled.	
Transport, shipping, and storage materials	We use hybrid vehicles to reduce CO_2 emissions. Crates, pallets, and packing materials are collected for recycling.	
Waste management	We minimize waste in all forms and, wherever practical, re-use and recycle all materials. Any waste chemicals we do not recycle or reuse are collected by an accredited waste disposal company.	

Resources and references

Reference 5: Energy usage checklist for print shops[28]

Taking several simple steps can help print service providers generate opportunities for energy savings and establish an energy management strategy that can save money year after year. Use this checklist to start identifying new ways to save energy.

Topic	Checklist	Notes
Assess the energy use of your print shop and set a goal	Benchmark plant energy use using ENERGY STAR manufacturing plant energy performance indicators or another benchmarking system. Visit, "Use ENERGY STAR benchmarking tools"[29]	
Improve common plant systems (motors, compressed air, steam, process heating, combustion, etc.)	Set an energy savings goal	
	Evaluate for waste and misuse of systems	
Turn off what is not needed	Walk through the print shop when it is not operating to identify unnecessary energy uses	
	Eliminate leaks, increase insulation (where appropriate)	
	Scale equipment for plant needs and adjust as needs change	
	Where appropriate, check hours of operation and settings on equipment	
	Create list of energy shut-down procedures and review with plant managers and employees	
	Periodically inspect plant compliance to shutdown procedures	
Get employees involved	Hold a staff meeting on facility energy use, costs, objectives, and employee responsibilities	
	Encourage procurement of ENERGY STAR Certified products and other energy efficient equipment	
Check the lights	Turn off when not in use; compare light schedule with plant use to look for reduction opportunities	
	Maximize use of task lighting, daylight, occupancy sensors	
	Replace old fluorescent and incandescent lighting	
	Implement a regular lighting maintenance program	

Continue savings with an energy management strategy

This checklist represents a good start toward real energy savings. These savings can continue if a long-term strategic energy management plan is put in place. For more information, contact your country's department of energy or use resources from energystar.gov.

[28] Checklist based on "Small & Medium Sized Manufacturer Energy Use Check List," energystar.gov/ia/business/industry/SMM_Energy_Use_Check_List.pdf.

[29] See energystar.gov/buildings/about-us/how-can-we-help-you/benchmark-energy-use/use-energy-star-benchmarking-tools.

Resources and references

Reference 6: Social and environmental responsibility (SER) policy

What is a social and environmental responsibility policy?

A social and environmental responsibility (SER) policy helps companies define and explain their commitments and programs for health and human safety, environmental protection, and ethics along with social and economic development.

How is an SER policy different from a sustainability profile?

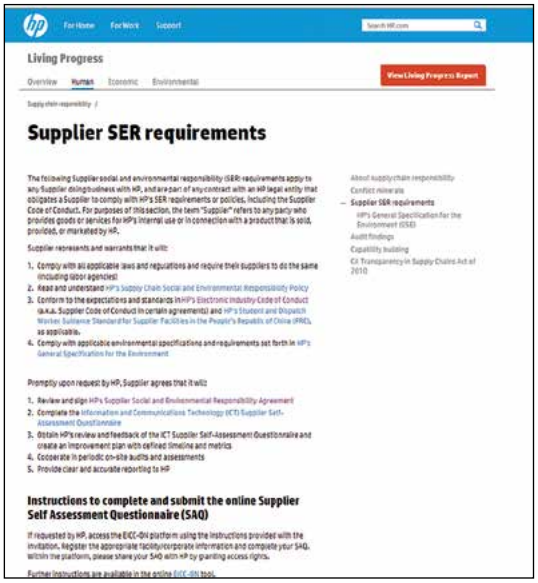
An SER policy is a policy and should be incorporated into a company's business bylaws and procedures. A sustainability profile is an aspirational document that covers current strengths in your sustainability program and future goals. The sustainability profile is not typically part of the business operations process.

Why should my company have an SER policy?

A number of companies request that their suppliers have an SER policy in place. Having an SER policy in place helps your company formalize its sustainability program and provides additional resources to customers and prospects inquiring about your sustainably profile.

Easy steps for creating an SER policy:

HP requires its suppliers to adhere to a standard SER policy. For companies that do not have a policy in place, the HP Living Progress program has resources in place to help companies write an SER policy based on the Electronic Industry Code of Conduct (EICC). These tools can help a company easily create a customized SER policy. For more information, visit www8.hp.com/us/en/hp-information/global-citizenship/society/supplier-ser-requirements.html



Resources and references

Reference 7: Develop your frequently asked questions (FAQs)

There are some standard sustainability questions that may come from customers that you should be able to quickly address. Use these sample questions and work on your individual response. In addition, build new FAQs based on communication with your customers.

Company aspects
Do you cooperate with any national or international non-governmental organizations (Which)? Since when (date)? Is this cooperation a pro-active one? Why?
Do you report your carbon emissions? Since when? Is data publicly available? Are targets publicly available?
Environmental aspects
Do you have an environmental policy statement? A sustainability report? A code of conduct? A charter? Date of last document? Global/local? Evidence? Relevant? Published? Lived by? Updated?
Is there a dedicated person responsible for environmental matters within the company? (Name, position, etc.)
Does the supplier have a formal environmental management system that is externally accredited? (e.g., ISO 14001)? EMAS? Is it applied at all sites?
Do you comply with national environmental legislation? Is it applied at all sites? How does the supplier ensure compliance? Evidence?
Are staff made aware of and trained for environmental issues? Evidence? Induction and/or refreshment? Periodicity?
How do you encourage your suppliers to meet standards of environmental awareness? Do you audit your suppliers? Similar to this?
Are effective controls in place for use of hazardous substances in production? Have applicable declarations been submitted to your respective authorities? Is there a pro-active approach (actions beyond compliance) to reduce their use?
Are you transparent about the environmental aspects and impacts of your operations and products? Is data collected and tracked? Publicly reported? Are measures taken to prevent environmental accidents? Qualitative or quantitative goals?
Social aspects
Do you have a social responsibility policy statement? For employees, business partners, and communities? Global/local? Evidence? Relevant? Published? Lived by? Updated?
Is there a dedicated person responsible for social responsibility within the company? (Name, position etc.)
Do you maintain strong relationships with the community where you operate? What types of relationships? Constructive and mutually supportive? Is management represented in community activities?
How is staff made aware of social responsibility issues?
Is your company involved in any social project? Do you have a qualitative and/or quantitative improvement objective for social projects?
Business sustainability aspects
Do you have a policy concerning business sustainability? Global/local? Evidence? Relevant? Published? Lived by? Updated?
Is there a dedicated person responsible for sustainability matters within the company? (Name, position etc.)
Do you have a formal sustainability system that is externally accredited (e.g. Carbon Trust)? Is there a pro-active approach (actions beyond compliance) to reduce CO_2 emissions? To reduce water consumption? Provide details.
How is staff made aware of sustainability issues?
In what ways do you seek to improve sustainable development according to your sustainability profile? To use resources efficiently (air, water for example)? To reduce CO_2 emissions? To minimize material and product waste? To improve disposal of waste? To promote more recycling? To improve quality of waste water? To optimize transport requirements?
Do you have specific reduction targets for carbon emissions, water usage, and/or waste reduction? Details?
Do you continuously improve your level of sustainability? How do you prove your performance improvement?

APPENDIX

Technical report: HP Latex Inks and health and environmental advantages

See http://h20195.www2.hp.com/V2/GetPDF.aspx/c04473390.pdf

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